ORDER

KLAS

Order / Rev: 37421 Alt Order #: 08863443 BERKLEY/SENATE/D Product Desc:

Estimate:

Flight Dates: Original Date / Rev:

09/26/12 / 09/26/12

Order Type:

10/23/12 - 10/29/12

GENERAL

Primary AE: Sales Office:

Sales Region:

K-WAS

Mike Jones

National

Agency

Orders

Name:

Shorr Johnson Magnus

Buying Contact: Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash Broadcast

EOM/EOC

15%

00:15:00

Advertiser

Name:

Priority:

Berkley, Shelley - D-USS

Demographic:

A35+

Product Codes:

PO1

LV1

AGY, POL, CAND Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	104	\$63,850.00	\$54,272.50
10/29/12	10/29/12	20	\$9,635.00	\$8,189.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	104	\$63,850.00	\$54,272.50	0.00
November 2012	20	\$9,635.00	\$8,189.75	0.00
Totals	124	\$73,485,00	\$62,462,25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$73,485.00		
Market	100%	\$244,950.00		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,237.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,247.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/23/12	10/26/12	8 News Now 4-5a	CM	4-5a	-TWTF	:30	7	\$25.00LV3	0.00 NM	7	\$175.00
				8 News Now 4-5a							J		
	NEWS												
	Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
W	eek: 10/3	22/12	10/28/12	-TWTF	7	\$25.00	0.00						
E 2	8	10/29/12	10/29/12		CM	4-5a	M	:30	2	\$25.00LV3	0,00 NM	2	\$50.00

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KLAS

Order / Rev:

37421

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863443

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/23/12 - 10/29/12

Estimate:

Len Spots Rate Pri Rtg Type Spots Ln Ch Start End Inventory Code Break Start/End Time Days Amount 8 News Now 4-5a 8 News Now 4-5a **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating \$25.00 0.00 Week: 10/29/12 11/04/12 M-----TWTF--:30 10 \$200.00LV2 0.00 NM 10 \$2,000.00 E 3 10/23/12 10/26/12 CBS This Morning 7-9a CM 7-9a 8 **CBS This Morning** THS MRN Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--10 \$200.00 0.00 Week: 10/22/12 10/28/12 \$200.00LV2 0.00 NM 2 \$400.00 10/29/12 10/29/12 CBS This Morning 7-9a CM 7-9a M----:30 2 8 **CBS This Morning** THS MRN Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$200.00 0.00 \$225.00LV2 0.00 NM 10 \$2,250.00 8 News Now 5a M-F CM 5-6a -TWTF--:30 10 10/23/12 10/26/12 E 5 8 News Now 5a M-F **NEWS** Spots/Week Rating Rate Start Date **End Date Weekdays** \$225.00 -TWTF--0.00 10/28/12 10 Week: 10/22/12 \$450.00 \$225.00LV2 2 CM 5-6a M----:30 0.00 NM E 6 8 10/29/12 10/29/12 8 News Now 5a M-F 8 News Now 5a M-F **NEWS** Spots/Week Start Date Weekdays Rate Rating **End Date** M-----\$225.00 0.00 Week: 10/29/12 11/04/12 :30 8 \$275.00LV2 0.00 NM 8 \$2,200.00 -TWTF--10/23/12 10/26/12 8 News Now 6a M-F CM 6-7a E 7 8 News Now 6a M-F **NEWS End Date** Weekdays Spots/Week Rate Rating **Start Date** -TWTF--\$275.00 0.00 Week: 10/22/12 10/28/12 10/29/12 10/29/12 8 News Now 6a M-F :30 \$275.00LV2 0.00 NM 2 \$550.00 E 8 CM 6-7a 8 News Now 6a M-F **NEWS** Weekdays Spots/Week Rate Rating Start Date **End Date** 11/04/12 \$275.00 0.00 Week: 10/29/12 -TWTF--:30 \$325.00LV2 0.00 NM \$1,300.00 8 News Now Noon M-F CM 12-1230p 10/23/12 10/26/12 8 News Now Noon M-F **NEWS End Date Weekdays** Spots/Week Rate Rating Start Date 10/28/12 -TWTF--\$325.00 0.00 Week: 10/22/12 12-1230p M----:30 \$325.00LV2 0.00 NM \$325.00 10/29/12 10/29/12 8 News Now Noon M-F CM E 10 8 8 News Now Noon M-F **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating M-----\$325.00 0.00 11/04/12 Week: 10/29/12 -TWTF--0.00 NM \$1,500.00 :30 \$375.00 LV3 8 10/23/12 10/26/12 Ellen CM 3-4p **ELLEN** Weekdays Spots/Week Rate Rating **Start Date End Date** -TWTF--Week: 10/22/12 10/28/12 \$375.00 0.00 \$375.00LV3 0.00 NM 10/29/12 10/29/12 CM 3-4p M----:30 \$375.00 E 12 8 Ellen Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating M-----\$375.00 0.00 Week: 10/29/12 11/04/12 0.00 NM \$3,150.00 -TWTF--:30 2 \$1,575.00LV1 10/23/12 10/26/12 Price Is Right CM 10-11a E 13 8 Price Is Right PRICE RITE Spots/Week Rating Rate Start Date **End Date Weekdays** -TWTF--2 \$1,575.00 0.00 Week: 10/22/12 10/28/12 1 \$1,575.00LV1 0.00 NM \$1,575.00 M----:30 10/29/12 10/29/12 CM 10-11a

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KLAS

1 \$1,400.00LV1

:30

M----

0.00 NM

\$1,400.00

Order / Rev:

37421

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863443

10/29/12 10/29/12

E 27

8

Product Desc: Estimate:

Flight Dates:

10/23/12 - 10/29/12

BERKLEY/SENATE/D

Ln Ch Start **Fnd Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Price Is Right Price Is Right PRICE RITE Rating **End Date** Spots/Week Start Date **Weekdays** Rate 11/04/12 M----\$1,575.00 0.00 Week: 10/29/12 \$300.00LV2 0.00 NM \$1,200.00 Live w/Kellv СМ 9-10a -TWTF--:30 E 15 8 10/23/12 10/26/12 Live w/Kelly **KELLY End Date** Spots/Week Rating **Start Date** Weekdays Rate -TWTF--\$300.00 0.00 Week: 10/22/12 10/28/12 \$300.00 :30 \$300.00LV2 0.00 NM 1 CM M----E 16 8 10/29/12 10/29/12 Live w/Kelly 9-10a Live w/Kelly **KELLY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$300.00 0.00 10/27/12 10/27/12 8 News Now Sat 5-7p CM 5-7p ----5-:30 \$225.00LV2 0.00 NM 2 \$450.00 E 18 8 8 News Now Sat 5-7p **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S-\$225.00 0.00 10 \$400.00LV3 0.00 NM \$4,000.00 E 19 8 10/23/12 10/26/12 8 News Now 5-630p M-FCM 5-630p -TWTF--:30 10 8 News Now 5-630p M-F **NEWS** Spots/Week Rating Start Date **End Date** Weekdavs Rate -TWTF--\$400.00 0.00 Week: 10/22/12 10/28/12 2 \$800.00 :30 \$400.00LV3 0.00 NM 2 E 20 10/29/12 10/29/12 8 News Now 5-630p M-FCM 5-630p M-----8 News Now 5-630p M-F **NEWS** Spots/Week Rating **Start Date End Date Weekdays** Rate \$400.00 0.00 11/04/12 Week: 10/29/12 \$1,400.00 :30 \$350.00LV3 0.00 NM E 21 8 10/23/12 10/26/12 8 News Now 4p M-F CM 4-5p -TWTF--4 (4:30 PM-5:00 PM) 8 News Now 4p M-F **NEWS** Spots/Week Start Date Weekdays Rate Rating **End Date** Week: 10/22/12 10/28/12 -TWTF--\$350.00 0.00 :30 \$350.00LV3 0.00 NM 1 \$350.00 CM 8 10/29/12 10/29/12 8 News Now 4p M-F 4-5p (4:30 PM-5:00 PM) 8 News Now 4p M-F **NEWS** Rating **Start Date End Date** Weekdays Spots/Week Rate 0.00 \$350.00 Week: 10/29/12 11/04/12 M----0.00 NM :30 \$220.00LV2 \$220.00 E 23 10/27/12 10/27/12 Sat 7-8p - ET Wknd 7-8p ----s-1 **Ent Tonight Weekend ET WKND End Date** Spots/Week Rate Rating **Start Date** Weekdays ----s-0.00 10/28/12 \$220.00 Week: 10/22/12 -TWTF--3 \$1,225.00LV1 0.00 NM 3 \$3,675,00 :30 7-8p Rotator CM 7-8p E 24 8 10/23/12 10/26/12 7-8p Rotator ET/INSDR **Start Date End Date** Weekdays Spots/Week Rate Rating -TWTF--0.00 \$1,225.00 Week: 10/22/12 10/28/12 3 2 \$1,225.00LV1 0.00 NM 2 \$2,450.00 10/29/12 10/29/12 7-8p Rotator M----:30 E 25 8 CM 7-8p 7-8p Rotator ET/INSDR Spots/Week Rating **Start Date End Date** Weekdays Rate 11/04/12 M----2 \$1,225.00 0.00 Week: 10/29/12 630-7p Inside Edition 630-7p -TWTF--:30 1 \$1.400.00LV1 0.00 NM \$1,400.00 E 26 8 10/23/12 10/26/12 CM Inside Edition INS EDIT Spots/Week Rating Weekdays <u>Rate</u> Start Date **End Date** -TWTF--Week: 10/22/12 10/28/12 \$1,400.00 0.00

630-7p

CM

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KLAS

Order / Rev: 37421

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

Product Desc: 08863443

BERKLEY/SENATE/D

10/23/12 - 10/29/12 Flight Dates:

Estimate:

1	Ch	Chart	End	Inventory Code	Prock	Start/End	Time Days	Len Spo	to Pata Pri	Rtg Type	Snots	Amount
Ln	CII	Start	EIIU	Inventory Code 630-/p Inside Edi		Start	Tillie Days	Len Spo	is Nate Fil	ixig Type	Орого	Amount
				Inside Edition								
ı	INS E	DIT								1	1	
		art Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating					
	еек: 10 8	10/25/1	11/04/12 2 10/25/12		CM	\$1,400.00 9-10p	0.00	:30	1 \$1,800.00LV3	0.00 NM	1	\$1,800.00
E 31	0	10/25/1	2 10/25/12	Thu 9-10p Person Of Interes	-	9-10h	,	.50	1 \$1,000.00243	0.00 INIVI		Ψ1,000.00
F	PERS	OF INT			•							
	_	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				Ė	
	ek: 10	/22/12	10/28/12	T		\$1,800.00	0.00					
E 32	8	10/28/1	2 10/28/12	Sun 7-8p	CM	7-8p	S	:30	1 \$1,300.00LV3	0.00 NM	1	\$1,300.00
6	60 MIN	1		60 Minutes							ĺ	
`		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				İ	
We	eek: 10		10/28/12	S		\$1,300.00	0.00				l	
E 35	8	10/28/1	2 10/28/12	Sun 10-11p	СМ	10-11p	S	:30	1 \$7,700.00LV1	0.00 NM	1	\$7,700.00
				The Mentalist							i	
ľ	MENTA					5.4.	D . # .					
10/6		art Date /22/12	End Date 10/28/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$7,700.00	Rating 0.00					
E 36	8		2 10/26/12		CM	10-11p	F	:30	1 \$1,400.00LV3	0.00 NM	1	\$1,400.00
L 30	•	10/20/1	2 10/20/12	Blue Bloods	OIVI	10-11p	•	.00	1 41,400.00240	0.00 11111		Ψ1, 1 00.00
E	BLUE I	BLOODS									i	
	_	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
		/22/12	10/28/12	F		\$1,400.00	0.00					
E 37	8	10/26/1	2 10/26/12		CM	9-10p	F	:30	1 \$1,200.00LV3	0.00 NM	1	\$1,200.00
	MD IN	IRSY		Made In Jersey								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We		/22/12	10/28/12	F		\$1,200.00	0.00					
E 39	8	10/26/1	2 10/26/12	Fri 8-9p	CM	8-9p	F	:30	1 \$1,200.00LV3	0.00 NM	1	\$1,200.00
			_	CSI: NY							i	
·		CVR BOS		Madada	Constantial	Data	Datina				İ	
۱۸۱۵		art Date /22/12	End Date 10/28/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00				İ	
E41	8		2 10/25/12	Thu 10-11p	CM	10-11p	T	:30	1 \$2,200.00LV2	0.00 NM	1	\$2,200.00
	•	10/20/1	2 10/20/12	Elementary	O.W.	10 т.р	·	.00	, 42,200.00272	0.00 11111	·	V 2,200.00
E	ELEM	NTRY										
		art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
		/22/12	10/28/12	T		\$2,200.00	0.00					
E 42	8	10/28/1	2 10/28/12	Sun 8-9p	CM	8-9p	5	:30	1 \$7,350.00LV1	0.00 NM	1	\$7,350.00
	AMZIN	G RACE		The Amazing Rad	ce	(8:00 PM-9:0	JU PM)					
•		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
We		/22/12	10/28/12	S		\$7,350.00	0.00					
E 43	8	10/24/1	2 10/24/12	Wed 8-9p	CM	8-9p	W	:30	1 \$1,900.00LV3	0.00 NM	1	\$1,900.00
				Survivor: Philippii	nes							
	SURVI				0 1 000	5.	5.0					
\Mc		art Date 1/22/12	End Date 10/28/12	<u>Weekdays</u> W	Spots/Week	<u>Rate</u> \$1,900.00	Rating 0.00					
E 45	8		2 10/24/12	Wed 10-11p	CM	10-11p	W	:30	1 \$2,000.00LV3	0.00 NM	1	\$2,000.00
L 70	J	. 012711	_ 1916-7112	CSI	Olvi	10 1 lb	••	.00	. 42,000.00240	5.00 ITIVI	1	+=,000.00
(CSI										1	
		art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating				1	
		/22/12	10/28/12	W		\$2,000.00	0.00			0.00		
E 46	8	10/25/1	2 10/25/12	•	CM	8-9p	T	:30	1 \$2,100.00LV3	0.00 NM	1	\$2,100.00
Big Bang / 2 1/2 Men BG BNG/2.5 MEN								1				
Start Date End Date Weekdays Spots/Week Rate Rating						l						
We		/22/12	10/28/12	T		\$2,100.00	0.00				i	
E 47	8	10/27/1	2 10/27/12		CM	10-11P	S-	:30	1 \$750.00LV3	0.00 NM	1	\$750.00

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KLAS

Order / Rev:

37421

Advertiser:

Berkley, Shelley - D-USS

Alt Order #:

08863443

Product Desc:

BERKLEY/SENATE/D

Flight Dates:

10/23/12 - 10/29/12

Estimate:

End **Inventory Code** Start/End Time Days Len Spots Rate Pri Rtg Type Spots **Amount** Ln Ch Start Break Sat 10-11p 48 Hours Mystery 48 HR MYST Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S-\$750.00 0.00 :30 \$200.00LV3 0.00 NM \$800.00 E 48 8 10/23/12 10/26/12 Letterman CM 1135p-1237a -TWTF--Letterman **LTTRMN** Spots/Week Rating Start Date **End Date** Weekdays Rate -TWTF--\$200.00 0.00 Week: 10/22/12 10/28/12 :30 \$110.00LV3 0.00 NM 4 \$440.00 1237a-137a -TWTF--E 50 8 10/23/12 10/26/12 Craig Ferguson CM (12:37 XM-1:37 XM) Craig Ferguson **FRGUSN** Start Date **End Date** Weekdays 1 4 1 Spots/Week Rate Rating -TWTF--0.00 Week: 10/22/12 10/28/12 \$110.00 :30 \$110.00LV3 0.00 NM 1 \$110.00 8 10/29/12 10/29/12 Craig Ferguson CM 1237a-137a E 51 Craig Ferguson (12:37 XM-1:37 XM) **FRGUSN** Spots/Week Start Date **End Date Weekdays** Rate Rating 11/04/12 \$110.00 0.00 Week: 10/29/12 ----ss 0.00 NM 2 \$300.00LV3 \$600.00 8 News Now 11p Sa/SuCM 11-1135P :30 E 52 8 10/27/12 10/28/12 8 News Now Sa/Su 11p **NEWS** Spots/Week Rating Start Date **End Date Weekdays** Rate 10/28/12 ----SS \$300.00 0.00 Week: 10/22/12 8 News Now 11p M-F -TWTF--:30 \$500.00LV3 0.00 NM \$2,000.00 CM 11-1135p E 53 10/23/12 10/26/12 8 News Now 11p M-F **NEWS** Rating Start Date **End Date** <u>Weekdays</u> Spots/Week Rate 0.00 -TWTF--\$500.00 Week: 10/22/12 10/28/12 \$500.00LV3 0.00 NM :30 1 \$500.00 E 54 8 10/29/12 10/29/12 8 News Now 11p M-F CM 11-1135p 8 News Now 11p M-F **NEWS** Start Date Spots/Week Rating **End Date** Weekdays Rate Week: 10/29/12 11/04/12 \$500.00 0.00 \$135.00 ----s :30 1 \$135.00LV3 0.00 NM 1 10/28/12 10/28/12 Sun 4-5P Elec Playgrou@M 4-5p E 55 8 (4:00 PM-5:00 PM) 4-5p Electric Playgrnd 2x **ELCTRC PLYGRND** Rating Start Date **End Date** Weekdays Spots/Week Rate -----5 \$135.00 0.00 Week: 10/22/12 10/28/12 CBS Sunday Morni----S :30 1 \$1,225.00LV1 0.00 NM \$1,225.00 10/28/12 10/28/12 CBS News Sunday Morr@M E 57 **CBS News Sunday Morning** SUN MRN Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$1,225.00 0.00 8 News Now Sun AM #CM 8 News Now Sun A----S :30 \$525.00LV1 0.00 NM 1 \$525.00 E 58 8 10/28/12 10/28/12 8 News Now Sun AM #1 **NEWS Start Date End Date Weekdays** Spots/Week Rate Rating \$525.00 0.00 Week: 10/22/12 10/28/12 ----S 8 News Now Sun A----S :30 1 \$1,225.00LV1 0.00 NM \$1,225.00 E 59 8 10/28/12 10/28/12 8 News Now Sun AM #2CM 8 News Now Sun AM #2 **NEWS** Start Date **End Date** Spots/Week Rate Rating Weekdays \$1,225.00 ----S 0.00 Week: 10/22/12 10/28/12 0.00 NM \$500.00LV2 \$1,000.00 8-10p ----S-:30 2 10/27/12 10/27/12 Sat Prime Special CM N61 KLAS Movie: Bobby Z Start Date **End Date** Weekdays Spots/Week Rate Rating ---**-**S-\$500.00 0.00 Week: 10/22/12 10/28/12 \$40.00LV2 0.00 NM 2 \$80.00 137-237a M-F Elec Plyg₢M -TWTF--:30 N62 10/23/12 10/26/12 137-207a **Electric Playground**

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Totals

\$73,485.00

124

Order / Rev: 37421 Advertiser: Berkley, Shelley - D-USS Alt Order #: 08863443 **Product Desc:** BERKLEY/SENATE/D **KLAS** 10/23/12 - 10/29/12 Flight Dates: Estimate: Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End **Inventory Code** Break \$80.00 \$40.00LV2 0.00 NM N62 8 10/23/12 10/26/12 137-237a M-F Elec Plyg@M 137-207a -TWTF--:30 Electric Playground Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating -TWTF--0.00 \$40.00 Week: 10/22/12 10/28/12